

2015 HOLIDAY FUN FEST

Rock Quarry Park (701 Stadium Dr.)
Saturday, December 5



Sponsorship Packet

The benefits are endless...



Durham Parks and Recreation provides opportunities for our community to Play More!



Durham Park and Recreation (DPR) provides opportunities for our community to Play More! The department strives to help citizens discover, explore and enjoy life through creative and challenging recreational choices that contribute to their physical, emotional and social health.

Participants enjoy a wide variety of special events that allow families to experience safe, exciting, and organized recreational activities in a beautiful park setting, recreation center, or other locations throughout Durham. Most of these events/activities have a minimal or no cost. Please take a few moments to review DPR's special events and discover a ways that you can help the community create family memories in a positive atmosphere. Additional sponsorship opportunities are available. Please see the list of events below.

2015 Annual Events (Calendar Year)

SPONSORSHIP CATEGORIES

Cultural Events
Music Series Event
Specialty Events
Youth Events/Care Programs
Family/Athletic Events
Holiday Events

EVENTS BY CATEGORIES

Cultural Arts Festivals

Bimbé Cultural Arts Festival
Earth Day Festival
Latino Festival

Music and Arts Events

Woofstock Experience
Rock the Park Series

Specialty/Family/Athletic Events

Community Days
Durham Senior Games
Durham Spring Games/Special Olympics
Mature Adults Trips

Youth Events/Care Programs

Egg Hunts
Fall Festival
Hallow-Eno
Summer Camp
After School Program/Intersession
Spring Break Activities

Holiday Events

Holiday Fun Fest
Senior Holiday Party
Santa Paws
Kwanzaa



CONTACT INFORMATION

Mailing Address: 101 City Hall Plaza, Durham, NC 27701
Physical Address: 400 Cleveland Street, Durham, NC 27701
Phone: (919) 560-4355 Fax: (919)560-4021
Website: www.DPRPlayMore.org
Facebook: www.Facebook.com/ParksandRecreation

About the Holiday Fun Fest



In December, Durham Parks and Recreation (DPR) will host it's sixth annual Holiday Fun Fest. The event is free and promises to be bigger and better than ever.

The Holiday Fun Fest will be held on Saturday, December 5 from 1 p.m.—5 p.m. at Rock Quarry Park, 701 Stadium Drive

2015 Holiday Fun Fest Activities



Peppermint Plunge Snow Sledding

Sleds will be provided

Kandy Kane Kids' Korner

Arts and crafts, face painting, pony rides, hay rides, and inflatables



North Pole

Santa Claus Meet and Greet

Campfire & S'mores

Roast your marshmallow and make a s'more with DPR Outdoor Recreation staff



Community Care Corner

Write messages to soldiers in the U.S. military and other local organizations

Holiday Eats & Treats

A selection of food trucks to choose from

Sounds of the Season

Listen and watch a variety of groups perform on the main stage

Sponsorship Opportunities



Please review the sponsorship options listed below:

Holiday Fun Fest Sponsor (Cash donation of \$5,000)

- Prominent recognition at the Holiday Fun Fest
- Logo placement on promotional materials
- Company ad in one issue of the DPR PlayMore magazine
- Mentions on the city's cable channel DTV8
- Placement in the holiday wrapper inserted in the Herald Sun
- Logo and link on the holiday events page of the DPR website
- Banner placement at the event (to be provided by the sponsor)
- Live mentions at the Holiday Fun Fest

Peppermint Plunge and Kandy Kane Kids' Korner (Cash donation of \$3000)

- Prominent recognition as a Peppermint Plunge and Kandy Kane Kids' Korner Sponsor
- Logo placement on promotional materials
- Company logo in one issue of the DPR PlayMore magazine
- Company logo in the holiday wrapper inserted in the Herald Sun
- Logo and link on the holiday events page of the DPR website
- Banner placement at the event (to be provided by the sponsor)
- Live mentions at the Holiday Fun Fest

Santa's Meet and Greet (Cash donation of \$1500)

- Prominent recognition as a Santa's Meet and Greet Sponsor
- Company name in one issue of the DPR PlayMore magazine
- Company name in the holiday wrapper inserted in the Herald Sun
- Name on promotional materials
- Name on the holiday events page of the DPR website
- Recognition at the Holiday Fun Fest

Holiday Fun Fest Supporter (\$500)

- Company name in the Holiday Wrapper inserted in the Herald Sun
- Name on the holiday events page of the DPR website
- Recognition at the Holiday Fun Fest

Friend of the Holiday Fun Fest (\$100)

- Name on the holiday events page of the DPR website
- Recognition at the Holiday Fun Fest

In-Kind Services or Donations

For donating items or time to a special event, your company will be recognized by placing the company name on promotional materials where applicable and/or the company may receive the amenities of a package rate depending on the monetary value of the donation.

Sponsorship Application



Company Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Fax Number: _____

E-mail Address: _____

Company Website URL: _____

Service Provided: _____

Do you plan on attending the festival? Yes No

*****If you qualify for a tent and/or table, you must confirm your attendance by October 16, 2015.***

I would like to partner with the Durham Parks and Recreation in the following way:

PRESENTING SPONSOR/Contribution Amount	_____
PLATINUM SPONSOR/Contribution Amount	_____
GOLD SPONSOR/Contribution Amount	_____
SILVER SPONSOR/Contribution Amount	_____
BRONZE SPONSOR/Contribution Amount	_____
FESTIVAL SUPPORTER/Contribution Amount	_____

Signature: _____

Method of Payment: Please make all checks payable to **the City of Durham**. The payment must be received prior to the actual event. All donations are tax deductible.

Items needed for Presenting and Platinum Sponsorships A vector version of the company logo must be sent to the marketing team via e-mail (Cynthia.Booth@durhamnc.gov) to be printed in promotional material. Please see page 6 for the benefits guidelines.

For more information or to set up an appointment, please contact:

General Sponsors: Rosalie Bocelli at (919) 560-4355 or Roslie.Bocelli-Hernandez@durhamnc.gov

Media Sponsors: Cynthia Booth at (919) 560-4355 or Cynthia.Booth@durhamnc.gov

Guide to Sponsorship Benefits



Sponsoring a Durham Parks and Recreation event is an opportunity to support the community in a positive way. It is also an opportunity to reach thousands of people throughout the Triangle area. Your support of DPR events is highlighted through the following marketing opportunities depending on sponsorship level:

Play More Magazine: DPR's main programming publication, listing all classes, programs, park information, facility rentals and special events offered by DPR. Published three times a year, 39,000 copies are distributed as an insert in *The Herald Sun* and at all DPR recreation centers, special events and other locations throughout Durham.

Durham Parks and Recreation Website: Website users seek information about programming and events, download our Play More programming guide and learn more about park amenities and locations through the online park locator. Receives 30,000 hits per month.

Press Releases: Distributed to local and regional media outlets.

Electronic communication: Event information sent out via e-mail to all city employees (number of employees: 2,200) and via DPR's listservs, neighborhood associations, and Facebook page.

Flyers: Various forms of print media will be distributed to the public, depending on the event.

Promotional Tent: A dedicated space to hang company banners and distribute information, coupons, and giveaways at DPR events.

Banner Visibility: Prominent display of company banners at DPR events.

Production Deadlines and Specifications: In order to produce and distribute marketing materials in the timely and effective manner, a sponsor's company logo must be submitted by the following deadlines to be included in promotional materials.

Logos must be received in vector format and sent to Cynthia.Booth@durhamnc.gov. Call Cynthia Booth at (919) 560-4355, ext. 27223 with any questions. The deadline for placement of marketing materials is **Monday, October 23, 2015**.

Please see the list of promotional items/materials that will be produced.

- Postcards
- Electronic Communications
- Website